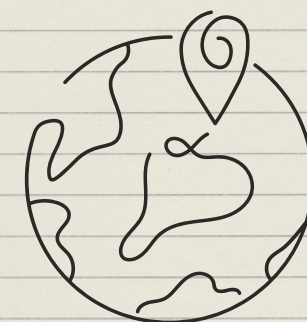


# January 2022 ECDA Community Outreach Monthly Report

Prepared by:  
Samantha Rocknowski  
as of 2/1/2022





# December Outreach Events

## AMITA Mobile Food Pantry Tuesday, December 7

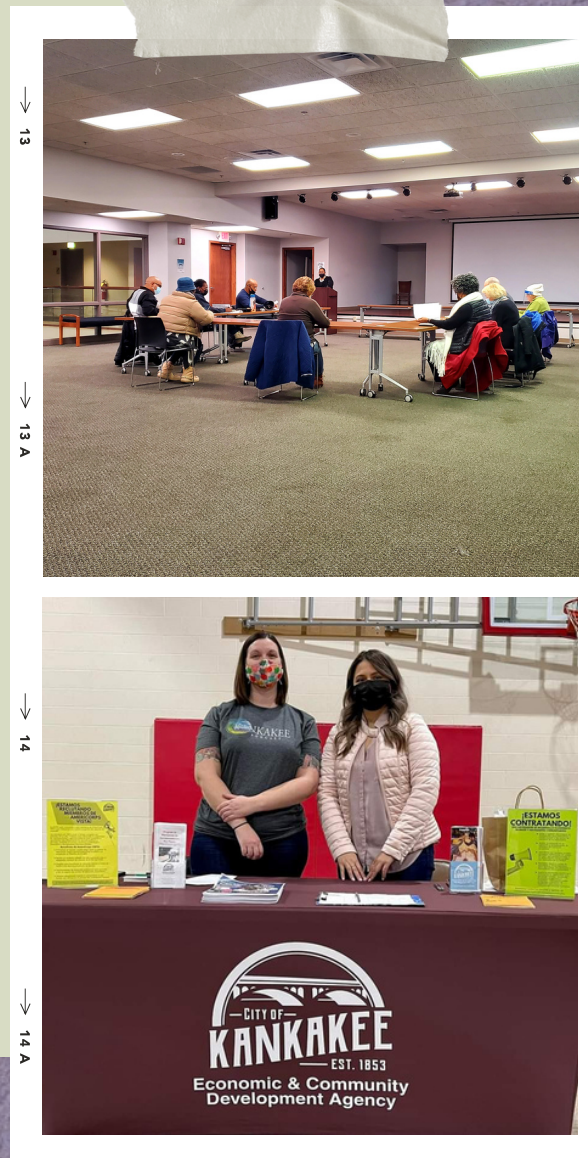
The December mobile food pantry served 162 households and 506 individuals.

## Public Service Workshop Thursday, December 9

The ECDA hosted a workshop for nonprofit agencies interested in learning more information about the PSP's application process. We had 9 representatives from 7 organizations present!

## Spanish Workshop Saturday, December 18

This event was hosted by Families United of Kankakee and held at St. John Paul II's gym. Each organization was able to speak for a few minutes about their services and it was livestreamed on Facebook.





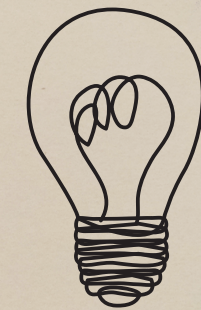
# Outreach Events

## Citizen's Advisory Board Tuesday, January 11

At January's meeting we discussed outreach and events, how to communicate between meetings, and how open seats remain on the board. We will be proposing a new meeting date/time at the February meeting based on survey results.

## Neighborhood Walks Initiative Dec 3 and 17 Jan 7, 14, 21, 28

The ECDA walks a neighborhood to connect with residents and share ECDA program information each Friday (weather permitting) at 2pm. Thus far we have had the Salvation Army, Aunt Martha's Clinic, United Families of Kankakee, Riverside, Amita, Duane Dean, and Prairie State Legal Services join us along with the Kankakee Police and some of the alderpeople!







## Neighborhood Walks Initiative

We knocked  
on about 160  
houses in  
December and  
453 houses in  
January!

canva stories

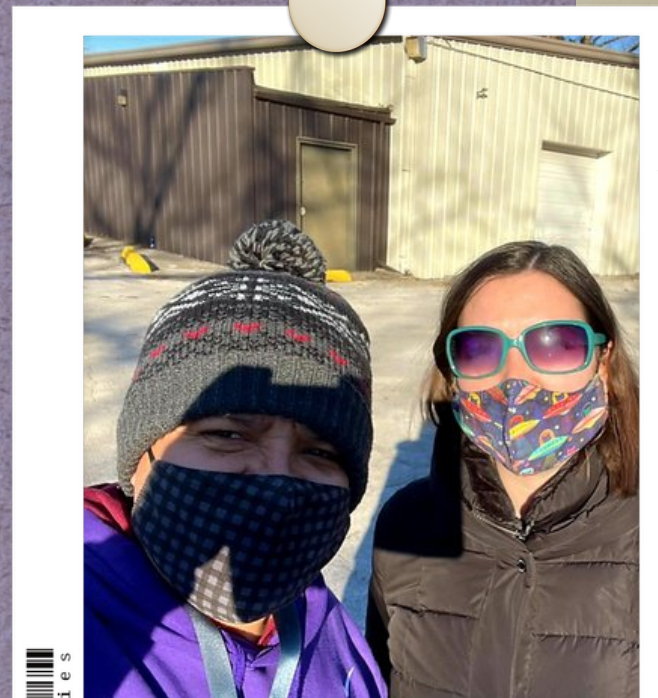


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# 4th Ward Community Conversation

Tuesday, February 1 at 5pm  
Kankakee County Museum

Eleven residents were in attendance in addition to Alderman Marczak, Alderwoman Swason, Chief Passwater, Chief Laroche, Museum Director Veronica, and Museum Researcher Jorie.

## Comments/Concerns:

- snow plows did excellent job last storm
- 2 cars on Walnut for at least a month with "for sale" signs displayed
- People are checking car doors in Schuyler neighborhood
- accountability needed for those speeding, running signs/lights
- recycling education needed as recycling being mixed with trash has been witnessed





# Additional Outreach

## Kankakee County Chamber of Commerce Ambassador Meetings Tuesday, January 4 and Tuesday, February 1

Samantha serves as a Chamber Ambassador where she continues her outreach goals and ECDA's mission alongside fellow Ambassadors.

## Continuum of Care Meetings Thursday, January 6

The ECDA has a staff member as president of this group and is able to share City/ECDA updates.

## Kankakee County Hispanic Partnership Meetings *Last meeting in November; Next meeting February 25*

The ECDA has a staff member as a member of this organization and is able to share city/ECDA updates.

## Kankakee County Community Outreach Meetings Monday, December 13 and *Thursday, February 10*

Professionals in communication outreach roles have been meeting together to share information and support each others' local events.

## Strong Neighborhoods - Elm House Steering Committee Meetings *Next meeting Tuesday, February 15th*

This committee has representatives from the city, KSD111, United Way, and residents of the 2nd and 6th wards. The house is at 591 S Elm St and you can stay up to date by joining the Facebook group - [facebook.com/groups/elmhouse](https://facebook.com/groups/elmhouse). **Winter Coat Drive-By on Feb 19 from 10am-12pm.**





# Media and Online Outreach

## ECDA Monthly Update Email

The ECDA monthly update email has a contact list of 660 subscribers. Anyone can sign up for this email list. Please share social media posts encouraging people to sign up! The direct link for the sign up form is <http://eepurl.com/ham1yr>.

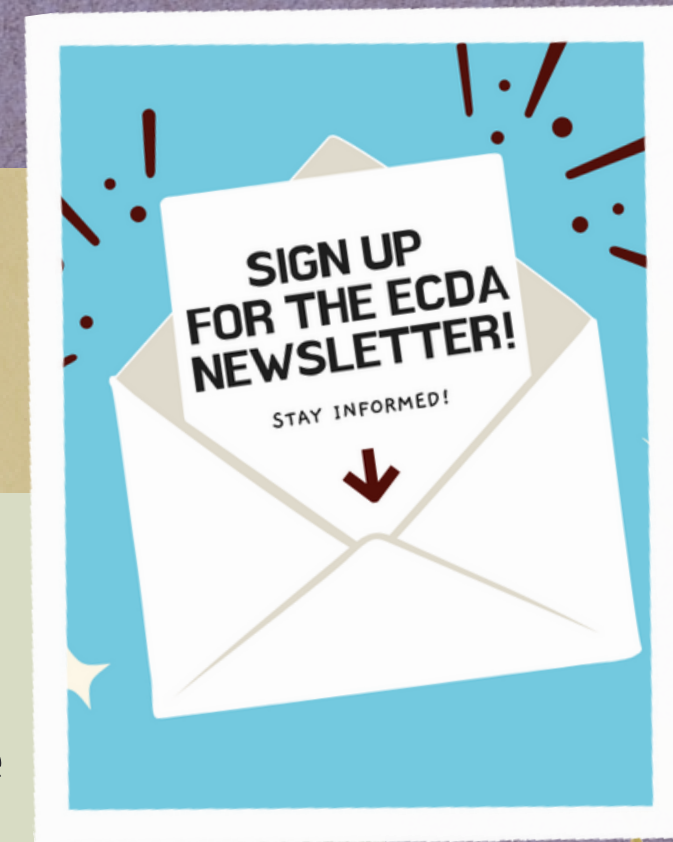
Successfully Sent: December newsletter sent 12/17 to 604 people  
Open Rate: 31.5% - 190 opened

Successfully Sent: January Newsletter sent 1/18 to 651 people  
Open Rate: 36.3% - 236 people

*For reference: November Newsletter was sent to 568 people with a 24% open rate*

### **New Contacts:**

6 gained from signup link on social media posts since beginning in November (3 posts)  
1 gained from form embedded on ECDA homepage since 1/24/2022





# Media and Online Outreach

## Press/Media Numbers, Social Media and Online Engagement

### ECDA-related social media posts

**26** during the month of December

**12** during the month of January

For ECDA Posts (both December and January):

Average Facebook Reach: 820 people Engagement: 23 people

Average Instagram Reach: 203 people Engagement: people

Average Twitter Impressions: people Engagement:

Facebook Followers = 7,000 Instagram Followers = 1,843 Twitter Followers = 1,395

Website Views for December AND January:

Main page = 3,338 AmeriCorps = 172 PSCIP = 107 Project Catalyst = 165







## Media and Online Outreach

### Press Releases

1 press release related to the ECDA was distributed during the month of December:

- The Economic and Community

Development Agency's (ECDA)

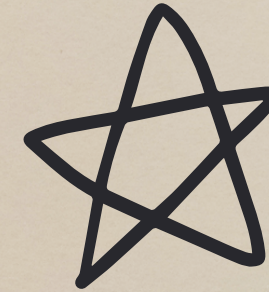
Annual Public Service Program Will

Begin Accepting Applications in

December

**There were no ECDA-related articles**

**in the Daily Journal in Dec or Jan.**





# Anticipated Upcoming Events

Citizen's Advisory Board  
Tuesday, February 8  
ECDA Conference Room at 7pm

The Citizen's Advisory Board (CAB) meets monthly.

**The Citizen's Advisory Board has OPEN SEATS.** If you know someone who may be interested in serving their community in this way, please share the CAB application with them! It can be found at <https://ecda.citykankakee-il.gov/cab-app.php>. Please also share the social media posts!

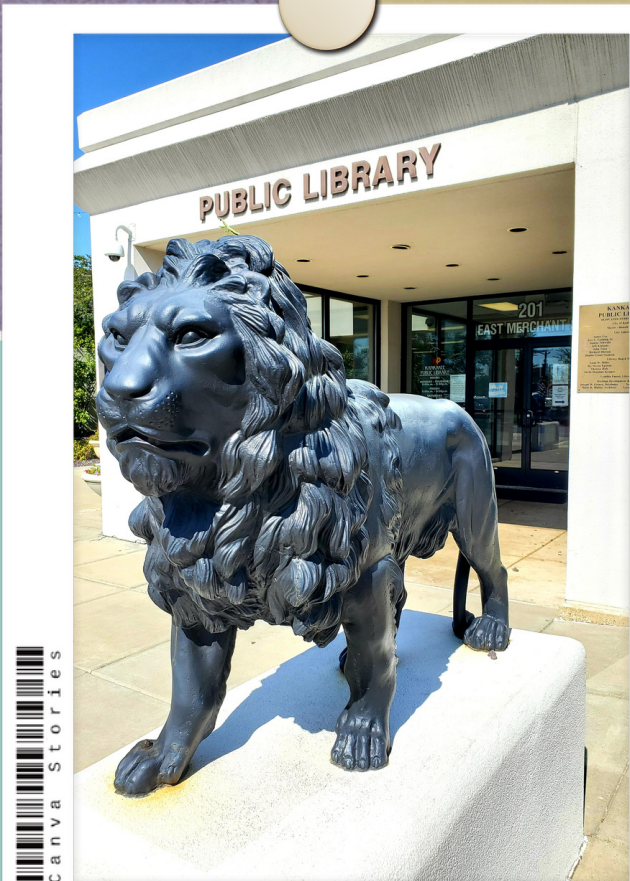
Homebuyer's Workshop  
Thursday, February 17  
ECDA Conference Room at 530pm

This workshop is first in a series of three that will help attendees learn the steps in the homebuying process.





# Anticipated Upcoming Events

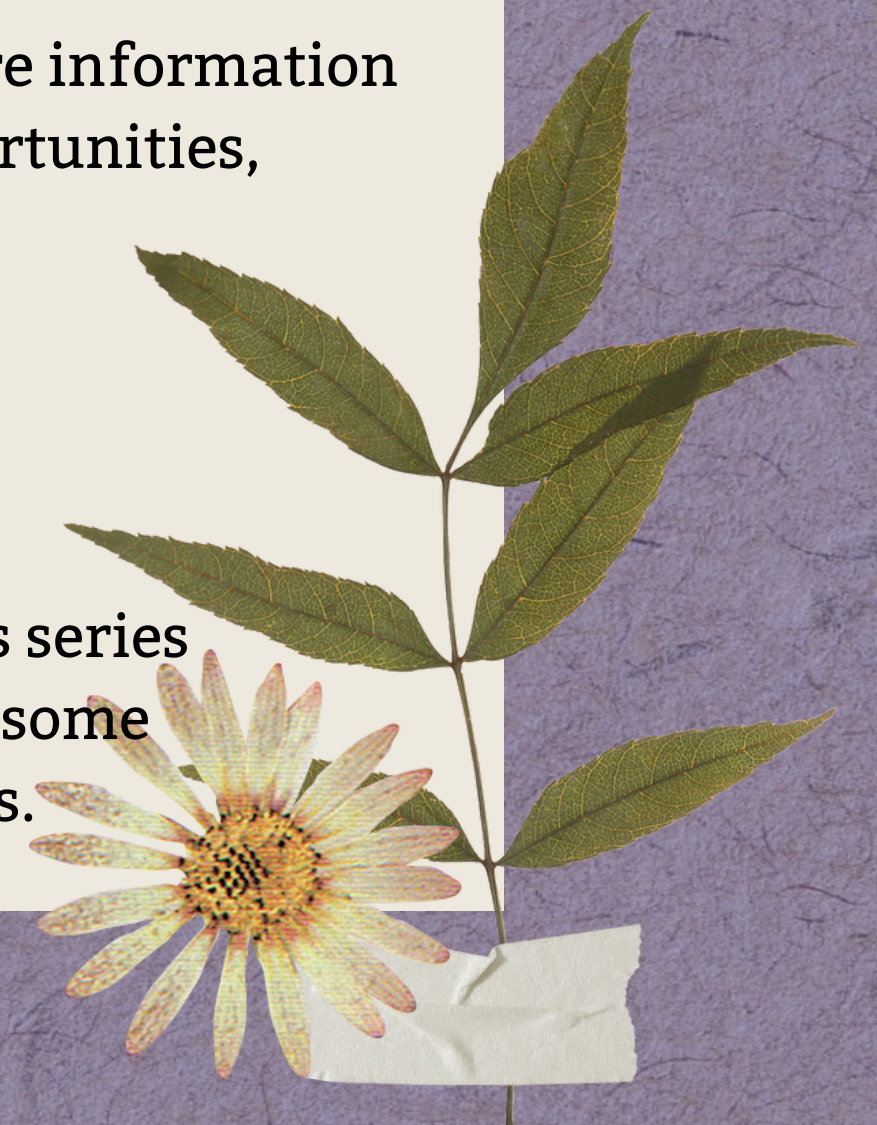


United Families Workshop  
Saturday, February 19  
Library Auditorium from 9am to 12pm

This free workshop will be entirely in Spanish and feature information about services available to the community, job opportunities, healthcare, and more.

Bo\$\$ Budgeting  
Saturday, March 5 at 11am  
3rd Floor Meeting Room of Library

This workshop is the first in the Growing Your Personal Finances series hosted by the ECDA, Still I Rise, and New York Life. It will cover some basic budgeting and leave time for discussion and questions.





# Program Update

## Kankakee wards

- 1st ward
- 2nd ward
- 3rd ward
- 4th ward
- 5th ward
- 6th ward
- 7th ward

## SFRP projects

- All items

## LEAD projects

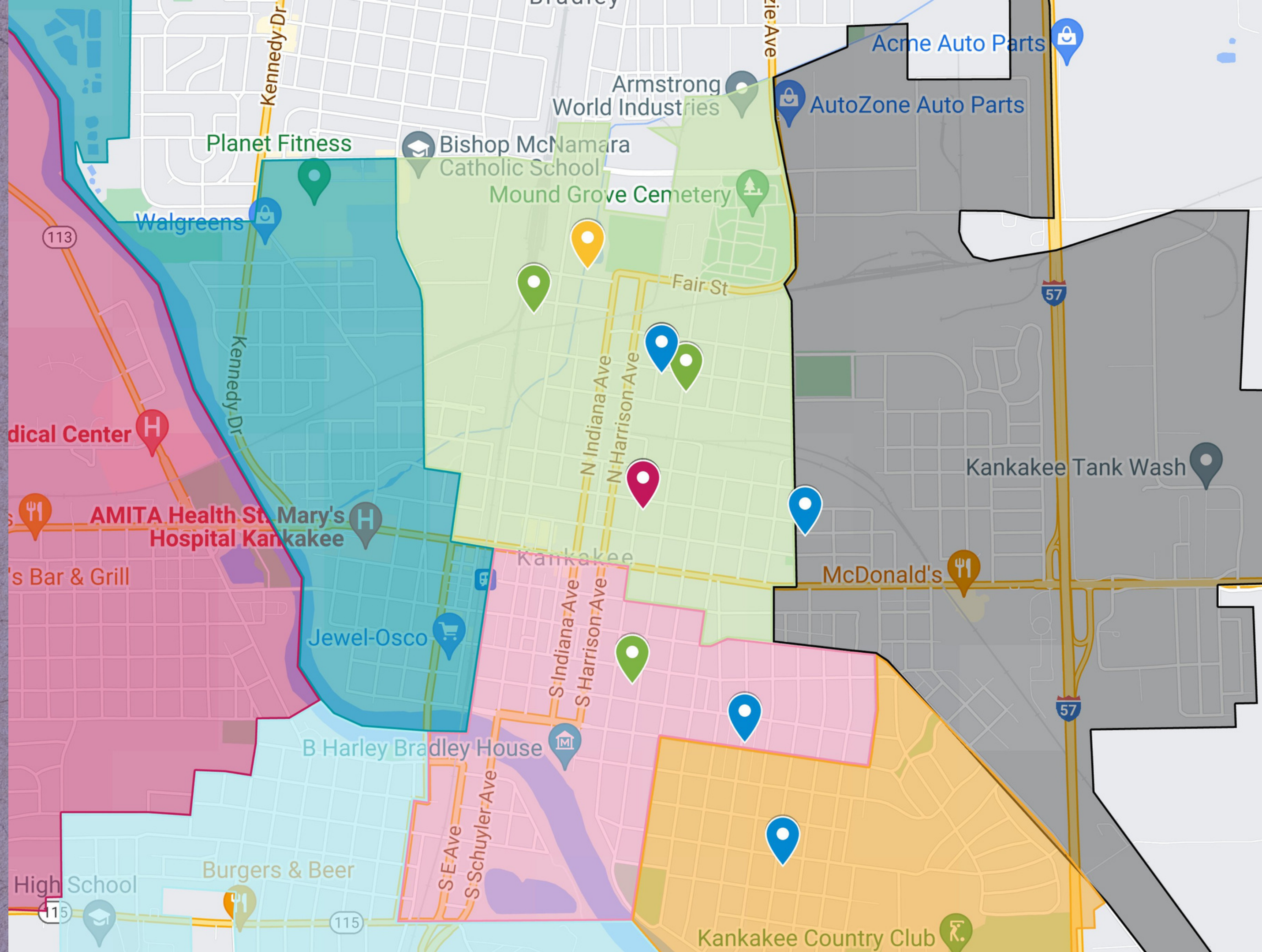
- All items

## SFR & HAP

- SFR
- HAP

## Demolitions

- All items





## **Single Family Rehab Program**

- 7 applications are approved
- 2 Projects Completed
- 5 Projects in Process
- 42 applications in process

### **Lead**

- 8 applications approved
- 4 Projects Completed
- 2 Projects in Process
- 128 applications in process

### **Strong Communities**

- Added APP \$37,500.00
- Coordinate with LB Grant
- Budgeting for DPW activities

## **Single Family Rehab**

- 0 applications approved
- 6 Projects Completed
- 2 Projects in Process
- 2 applications in process

### **Healthy Homes**

- awarded \$1.4 million
- In Program Negotiation
- Waiting for Program Training
- Hiring HH Coordinator

### **R3 Grant**

- Closing out grant in March
- Housing Study being printed

## **HAP**

- 0 applications approved
- 2 Projects Completed
- 0 Projects in Process
- 2 applications in process

### **Land Bank**

- Organizational Start Up
- Regular Board Meetings
- Need to spend grant \$

### **ARP Programs**

- Launch Programs Feb. 21